

# THE IMPACT OF GLOBALIZATION ON NATIONAL CULTURE AND ITS PROTECTION PROBLEMS

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## ABSTRACT

This article analyzes the impact of globalization on the national culture and the problems of its protection. The author discusses the peculiarities of globalization in the field of culture

**Key words:** globalization, personality, culture, development, communication, art

## 1. INTRODUCTION

Culture has been an indicator of the level of development of that period and the creative power and abilities of the people of that period in all periods of human history. Through culture it is possible to understand the life and activity of people in a certain period, the material and spiritual riches they created. At the same time, culture reflects the way of life of the nation, the national spirit. It is also possible to talk about the level of development of culture all over the world through national culture, as national cultures influence and enrich each other.

Russian scientist V.D. Dianova, as one of the characteristic features of modern world culture, said that "not only active dialogue between cultures, but also diffusion, convergence, convergence, assimilation, creative interaction, etc. the assimilation of cultures that can be expressed through concepts "[1]. Of course, no culture has developed independently in the entire history of mankind. People have been interacting with each other since ancient times, interacting with each other, enriching each other's cultures. In addition, any national culture can actively develop and thrive through other communication and influence. But today, as a result of changes in national cultures and processes, technological revolution, changes in economic, political, social life under the influence of globalization, it consistently serves to alienate people from local interests, national traditions, values and moral norms.

## 2. MAIN PART

These processes, which have engulfed the whole world and are in full swing and can be interpreted as a cultural revolution, have given rise to two contradictory, contradictory movements. On the one hand, the countries that are leading the world, striving to actively manage this process (mainly developed Western countries and the United States) want a single global culture. "Today, the whole world is becoming a huge" blast furnace "for processing national cultures." [2] The downside is that national cultures lose their originality, and a small number of peoples forget their national culture and even their language.

According to VL Inozemtsev: "Globalization, in fact, represents not the process of formation of a single civilization based on universal values, but the expansion of the" western "model of society and the adaptation of the world to this model. The process that is now called globalization can be more accurately described as westernization. "[3] In addition, most globalization theorists present Westernization as the only means of modernization.

In fact, globalization in the field of culture should be an event that results from the strengthening of cultural relations between countries. But the process of globalization of today's culture is, in our opinion, the influx of foreign countries, foreign cultures, which are incompatible with the national culture, and often contradict it. It can be assumed that the impact of a foreign culture on a national culture and a nation consists of five stages.

In the first stage, due to the desire for any innovation in the human psyche, a period of intense interest in a foreign culture, its study and engagement begins, but it is a very short period;

In the second stage, as a result of the onset of the negative influence of foreign cultural sources, a person becomes frustrated, ruthless, obsessive, carefree and, as a result, depressed, during which time he begins to withdraw from real life;

The third stage is that the influence of a foreign culture on globalization reaches its culmination, and man is completely exposed to it.

The fourth stage - at this stage a person develops a state of mind, such as satisfaction with belonging to a foreign culture, optimism, satisfaction with their behavior, feeling modern;

The fifth stage is the final stage, when such people, influenced by a foreign culture, begin to live only in their own "cultural world" without paying any attention to the national cultural life and moral requirements around them. Such people

are completely alienated from the nation and national culture.

Not everyone falls under the influence of cultural globalization, many, in the second stage, understand the negative impact of an alien culture and begin to look at it critically. These stages occur over a period of months, or years. The occurrence of this condition often depends on the age level of the people. As school-age children are rapidly exposed to the effects of globalization in the field of culture, young people can quickly learn and assimilate information in this area. Usually this process rarely affects adults, because conservative views prevail in their minds and they are immune to foreign culture, but foreign culture also affects adults, i.e. globalization in the field of culture negatively affects their mood and there is a sense of resentment towards the above youth in the psyche of the people.

Thus, globalization in the field of culture leads to the emergence of conflicts between generations, the dissatisfaction of parents with their children. The reason for this protest and the resulting intolerance is the emergence of a new, "modern mentality" among adolescents and young people that is inconsistent with the national mentality. The difference between the worldviews of adults and young people already existed, but due to the era of globalization it has risen to the level of contradiction. Even this conflict arises not only between the elderly and the young, but also between young people who think on the basis of national mentality and young people who have been influenced by a foreign culture.

The assimilation of foreign culture is currently carried out in the following forms:

First, integration means that each nation can use the achievements of other cultures while preserving its own national culture;

Second, assimilation, that is, the nation gradually loses its national culture and assimilates a foreign culture;

Third, separatism means that a nation abruptly rejects the culture of another nation while maintaining only its own national culture;

Fourth, marginalization means forgetting one's own national culture and living blindly, imitating it, without even understanding the essence of a foreign culture;

In our opinion, the majority of young people today are in the same marginal situation. Such young people did not fully understand the moral requirements of their nation, as well as the contradictions of foreign culture to our mentality, which should be rejected. This situation, which is dangerous for the society, arises with the inflow of an infinite amount of destructive information and various sources that are alien to the national culture. Because under the influence of this flow of information, a person's connection with his own national culture and national history is sharply reduced, and at the cultural level, only instincts such as corruption, good living by any means, cruelty, envy, revenge for their own failures serve as a basis. does. As a result, such individuals lose touch with their ethnic group, and as a result, their perception of the world belonging to their ethnic environment, that is, a whole system of values, moral norms, and moral requirements, disappears.

Cultural globalization threatens not only individuals but also entire societies and nations. National cultures play a vital role in ensuring the diversity of the human world. One of its important tasks is to save humanity from socio-cultural homogeneity. Because every nation in the world enriches humanity with its national cultural riches, history, way of life, dress, customs and rituals, traditions, language, holidays and other symbols. Because it is known from the history of mankind that society is a whole social organism, all its spheres form a system of vital elements essential for the survival and development of society. One of the elements that ensure the internal integrity and life of a society is its cultural life. It is cultural life that ensures its uniqueness, uniqueness, internal differentiation and resistance to external influences. History has also proved this phenomenon. In a country where its culture, cultural riches, and people are in a state of cultural decline, that country's resistance to external influences weakens and disappears from the pages of history on its own. For example, a similar phenomenon occurred during the transformation of Latin American and African countries into European colonies. The unification of human culture is the cultural impoverishment of humanity.

Nowadays, the preservation of the culture of each nation is considered to be the highest result of human civilization. In the current era of globalization, the terms "social policy" and "cultural policy" have become the basic concepts of any civilized country.

This is because, first of all, the preservation of the unique cultural gene pool of all mankind and of each nation has begun to be addressed worldwide within the framework of the United Nations. "Cultural policy" is a system of practical measures financed, managed and implemented by the state (in some cases by sponsors), aimed at preserving and disseminating the national culture of the people. Many events on "cultural policy" are being held in our country as well.

The work of our country on cultural policy can be seen in the Resolution of the President of the Republic of Uzbekistan dated November 28, 2018 No PP-4038 "On approval of the Concept of further development of national culture in the Republic of Uzbekistan" and the concept of further development of national culture in Uzbekistan. Comprehensive measures are being taken in our country to raise the spiritual and enlightenment level of our people, strengthen the material and technical base of cultural and art institutions, and support the industry. Recognizing that in the process of historical

development of the country, culture and art have preserved and accumulated the spiritual wealth of our people, instilled in our people a sense of solidarity, patriotism and national pride, emphasizing the priority of culture, ensuring a higher quality of life; , the formation of a responsible, independent-minded creative personality formed the core content of the Concept.

Today, the "cultural policy" of many countries is based on the model of assimilation, and minority ethnic groups are replacing their cultural traditions with the widely accepted model of multiculturalism. Global migration in the era of globalization, especially migration from the periphery of the earth to developed countries, is in danger of disappearing ethnic culture as a result of migration from rural to urban areas. The reason for globalization in the cultural sphere is the emergence of various means of communication for the creation and distribution of cultural products and the infrastructure and institutions that govern it. Although this network is global and transnational, it is not unique to all countries. Of these three elements — electronic infrastructure, language infrastructure, and corporate infrastructure — are unique to developed countries.

There are now vast sources of information on earth that anyone can use as much as they want, and neither borders nor conditions can resist them, and this information even contradicts the cultural policy of the state.

Their consequences also affect the emergence of "individual culture", the rapid change in the structure of social groups in society and the emergence of new moral norms in accordance with it, as well as the emergence of new individual types of labor activity. However, as a result of globalization, the expansion of the individual's functional social networks, especially the speed and variability of information and the ability of each person to receive individual information of interest, leads to the disappearance of moral values and national feelings formed as norms of behavior. The Decree of the President of the Republic of Uzbekistan dated May 26, 2020 PF-6000 "On measures to further enhance the role and influence of culture and art in society" has played an important role in rescuing the youth of our country from this situation.

In our opinion, in order to prevent such cases among young people, it is necessary to involve young people in cultural activities. Including:

- Involvement of young people in the establishment of local history museums in the form of branches of state museums of history and culture in each district and city in the regions, organizing them to participate in finding sources and exhibits for the museum;
- organization of regular excursions to museum objects and museum collections on the first Sunday of each month in the state museums, from preschools to higher education students;
- to study children's interest in music from kindergarten and secondary schools and to organize trips to music schools and invite specialists to study children's abilities;
- Establishment of "Young Audience Theaters" in every secondary school, vocational school, starting from kindergarten, in which, with the participation of students, try to show the negative events in the lives of young people through drama and satire;
- Conducting competitions on the theme "My country is a place of culture" in each educational institution.

These events, on the one hand, will help young people to know the roots of our national culture, to inspire a sense of respect for it, and on the other hand, to strive to preserve our national culture.

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